



Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

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ESCAPE TO BERMUDA THIS FEBRUARY FOR FIRST-EVER "FEEL THE LOVE MONTH"

Island-wide Celebration Features Dancing, Love Tours, Chocolate Tastings and More

NEW YORK, January 10, 2011 – In Bermuda, cupid strikes not only on Valentine's Day, but for the entire month of February. The Bermuda Department of Tourism is sponsoring destination-wide romantic happenings in celebration of Bermuda's first-ever "**Feel the Love Month**," from February 1 – February 28, 2011.

Bermuda provides all the elements to be swept away for a quintessential romantic escape, including: 21 miles of majestic isles, signature pink sands, turquoise waters, world-class spas, fine dining with spectacular ocean views, and rich arts and cultural offerings.

Bermuda's Feel the Love Month enhances all those elements and includes a range of daily activities such as a "Love Train" city tour, chocolate tastings, champagne and strawberries museum reception, salsa dancing nights, and more.

Travelers can also receive the third night free when booking a minimum three-night stay at 16 participating hotels and resorts during Feel the Love Month "**Compliments of Bermuda.**" Accommodations range from luxury resorts and boutique hotels to beach clubs and historic beach-front properties. While on island they may participate in the following Feel the Love Month events:

- **Couples' Golf Tournament**, Port Royal Golf Course, Southampton, Mondays and Thursdays from 8:30 a.m. – 12:00 p.m.
The breathtaking views and lush greenways at the Port Royal Golf Course, the home of the PGA Grand Slam of Golf, is the perfect course for couples. Take advantage of the 50 percent discount on greens fees, which totals \$90 per person inclusive of cart for 18 holes. Club rentals \$25.00. First place winners will receive a dinner for two at a well-known Bermuda restaurant, compliments of BermudaSalsa.com. Book your tee time early by calling (441) 234-0974.
- **Champagne and Strawberries Afternoon Affair**, Masterworks Museum of Bermuda Art, Botanical Gardens, Paget, Tuesdays and Fridays from 1:00 p.m. – 3:00 p.m.
Receive complimentary access to Masterworks and enjoy live local entertainment, champagne and strawberries, plus an exclusive tour of the gallery by founder and creative director, Tom Butterfield, beginning at 1:30 p.m. on reception days.

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- **Love Train City Tour**, Front Street, City of Hamilton (Meet at the Flagpole), Wednesdays from 11:00 a.m. – 12:00 p.m.
Board the "Love Train" for a guided tour of Bermuda's romantic places in the City of Hamilton. While onboard, discover unique facts about the City and photograph amazing historic sites.
- **Chocolate Tastings**, Gourmet Boutique at 10 Queen Street, City of Hamilton, Wednesdays from 1:00 p.m. – 2:00 p.m.
Prepare your taste buds for the ultimate treat and experience the best chocolate at fun palate-pleasing tastings. Also, enjoy live local entertainment at this new chocolate shop.
- **Dockyard Glassworks**, Maritime Lane, Royal Naval Dockyard, Thursdays from 2:00 p.m. – 4:00 p.m.
Watch talented artists create magnificent masterpieces using the process of glass-blowing and flame-working. Also, receive a specially made lovebird, compliments of the Department of Tourism.
- **Feel the Love Fridays**, Bermuda National Gallery, City Hall & Arts Centre on Church Street in the City of Hamilton from 5:30 p.m. – 7:00 p.m.
In the heart of the City, love will be in the air as guests are serenaded with popular love songs by one of Bermuda's best female vocalists. Also, enjoy wine tastings at the renowned Bermuda National Gallery, compliments of Gosling's Rum.
- **Love Tales Walking Tour**, Town Hall, Town of St. George, Saturdays from 11:00 a.m. – 12:00 p.m.
Join renowned St. George's walking tour guide Gill Outerbridge for an intimate walk through the historic Town of St. George, a UNESCO World Heritage site. Learn about Bermuda's greatest love stories while discovering locally made products.
- **SalsaMania Latin Night Out**
Spice up the romance with a sizzling Salsa night featuring choreographed routines, special couples' instruction, great Latin cuisine, beverages and music. SalsaMania will take place at the following three locations.
Thursdays: Wine Cellar, Fairmont Southampton, from 8:30 p.m. – 12:00 a.m.
Fridays: The Lido Complex, Elbow Beach Bermuda, from 8:30pm – 12:00 a.m.
Saturdays: Muse, 17 Front Street, City of Hamilton, from 8:30 p.m. – 12:00 a.m.

For information on travel to Bermuda, please visit www.bermudatourism.com or speak to your local travel specialist.

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Contacts: Terence Gallagher / Matthew Monagan
Lou Hammond & Associates
Tel: (212) 308-8880 / (212) 891-0200
E-mail: terryg@lhammond.com / matthewm@lhammond.com

THE PGA OF AMERICA EXTENDS STAY OF PGA GRAND SLAM OF GOLF THROUGH 2012 IN BERMUDA AT THE PORT ROYAL GOLF COURSE

ORLANDO, Fla., January 27, 2011 – Bermuda and Port Royal Golf Course will return as hosts through 2012 for the 29th and 30th editions of the PGA Grand Slam of Golf.

The PGA Grand Slam of Golf, the season-ending showcase event that boasts the most difficult qualification requirement in the game – a major championship – will be televised Oct 18-19, 2011, and in 2012, by TNT to a worldwide audience.

Bermuda and Port Royal Golf Course are joined by the Fairmont Southampton, which will be the official hotel for the PGA Grand Slam of Golf. Port Royal – described by late architect Robert Trent Jones Sr., as his finest design outside the United States – is a public course that opened for play in 1970, and underwent a \$13.7 million renovation completed in 2009, extending the par-71 layout to 6,842 yards.

“The PGA of America is honored to continue the PGA Grand Slam of Golf tradition on the island of Bermuda through 2012 at the Port Royal Golf Course,” said PGA of America President Allen Wronowski. “Bermuda has embraced the PGA Grand Slam of Golf over the past several years, delivering unmatched hospitality and community support for golf’s elite visiting foursome. We are excited to once again join the Bermuda Department of Tourism in showcasing Bermuda as a premier golf tourism destination and hosting the PGA Grand Slam of Golf to the world.”

Today Bermuda’s Minister of Business Development and Tourism, the Hon. Patrice K. Minors JP, MP, said, “Bermuda is thrilled to once again be hosting the PGA Grand Slam of Golf. In the past four years, our relationship with The PGA of America is one that has grown from strength to strength, and we are pleased that we are continuing this special partnership.

"This announcement clearly signifies that the PGA recognizes Bermuda as a premier destination to host one of their top golf events and we welcome their support of our tourism product. The exposure that Bermuda receives from this event cannot be understated, with tens of millions around the world bearing witness to our breathtaking scenery, charm and hospitality. Past PGA Grand Slam of Golf champions have included some of golf's greatest names, and we look forward to presenting the signature Pink Jacket to the next wave of champions in the years to come."

The PGA Grand Slam of Golf features a \$1.35 million purse, with the winner receiving \$600,000; second place \$300,000; third place \$250,000; and fourth place \$200,000.

TNT's prime-time broadcast of the event reaches a worldwide audience of 88.9 million U.S. homes and international viewers in more than 100 countries.

The PGA Grand Slam of Golf is hosted by the Bermuda Department of Tourism, Port Royal Golf Course and the Fairmont Southampton Hotel. Established in 1979, the PGA Grand Slam of Golf has grown from an 18-hole, single-day charity event to a 36-hole annual showdown that matches professional golf's best against each other. Ernie Els captured the 2010 PGA Grand Slam of Golf title at Port Royal.

The foursome for the 29th PGA Grand Slam of Golf features the winner of the following major championships: The Masters, April 7-10, at Augusta National Golf Club in Augusta, Ga.; the 111th U.S. Open Championship, June 16-19, at Congressional Country Club in Potomac, Md.; the 140th Open Championship, July 14-17, at Royal St. George's, England; and the 93rd PGA Championship, Aug. 8-14, at Atlanta Athletic Club in Johns Creek, Ga. Past PGA Grand Slam of Golf Champions include: Tiger Woods, Phil Mickelson, Jim Furyk, Els, Tom Lehman, Ben Crenshaw, Greg Norman and Nick Price.



PGA of America CEO Joe Steranka attended the event with PGA of America President Allen Wronowski and Hon. Patrice K. Minors, Minister of Business Development and Tourism JP, MP

About The PGA of America:

Celebrating its 95th year, The PGA of America has maintained a twofold mission of its founders: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf. By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, The PGA enables its professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in a multi-billion dollar golf industry. By creating and delivering dramatic world-class championships and exciting and enjoyable promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

About Bermuda:

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. For more information, please visit www.bermudatourism.com or call 1-800-BERMUDA.

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Contacts: Terence Gallagher / Susannah Gregory
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / susannahg@lhammond.com

**A HUB FOR INTERNATIONAL CULTURAL EVENTS,
BERMUDA SHOWCASES TOP TALENT FROM AROUND THE WORLD AT ANNUAL
FESTIVAL OF THE PERFORMING ARTS**

NEW YORK, January 31, 2011 – Bermuda, long known for its pink sand beaches and signature shorts, is carving out a niche as a hub for arts and culture through events such as its annual two-month long **Festival of the Performing Arts**, now through March 1, 2011. The festival features entertainers from a variety of disciplines, including opera, orchestra musicians, singers, artists, magical acts and more.

Travelers for the festival can receive the third night free when booking a minimum three-night stay at 16 participating hotels and resorts when booking stays now until March 12, for travel by March 15, 2011 “**Compliments of Bermuda.**” Accommodations range from luxury resorts and boutique hotels to beach clubs and historic beach-front properties.

Organizers of the Bermuda Festival of the Performing Arts, with support from the Bermuda Department of Tourism, coordinate the yearly event to promote cultural exchange and artistic growth.

The festival also includes a Silent Art Auction where bidders can purchase artwork such as this year's featured piece by Bermudian artist Kevin Morris, (Morris currently resides in Athens, Greece) whose vibrant collage pays homage to the performing arts. His special painting forms the basis of the advertising and publicity design of this year's festival and is featured in its promotional materials.

Funds raised from the silent bidding are used to support festival outreach programs, including the organization's work in exposing local school-aged children to a variety of artistic classes, with formats that include master classes, walkthrough rehearsals, workshops and lectures. Local children who attend the programs receive once-in-a-lifetime experiences with world renowned artists.

Bermuda provides the perfect backdrop for an artistic and culture-filled experience, including 21 miles of majestic isles, pink sand beaches, turquoise waters, fine dining with spectacular ocean views, and a rich cultural heritage, including a UNESCO World Heritage site in the Historic Town of St. George.

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For information on Bermuda's Festival of Performing Arts or to view a schedule of events, please visit www.bermudafestival.org. For information on travel to Bermuda, please visit www.bermudatourism.com or speak to your local travel specialist.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget.

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BERMUDA SPORTING COMPETITIONS ARE A WINNING ATTRACTION FOR TOURISM TO THE DESTINATION

NEW YORK, February 2, 2011 – As Bermuda continues to seek new and innovative ways to attract visitors, it is benefitting from growing interest in its sporting events as a means of growing recognition and business for the destination.

As a case in point, hundreds flocked to the island in January to participate in the 36th Annual Bermuda Marathon Weekend, a combination of adventure and paradise, as runners from around the world compete in a series of events including the grueling Bermuda Triangle Challenge. The Bermuda Triangle Challenge was comprised of three races over three days with four medals awarded to competitors. This year, Bermuda Marathon Weekend organizers witnessed a strong increase in visitor arrivals to the island to either compete or support the race. There were 680 visiting entrants this year, compared to 483 in 2010, the highest number of overseas runners to join since 2004. Additionally, over 250 visitors flew to Bermuda to support the competitors, bringing the total to over 900 – almost doubling the previous year's Bermuda Marathon Weekend.

Eighteen international countries were represented in this year's marathon including Canada, Finland, France, United Kingdom, United States, Cayman Islands, Italy, Kenya, Ethiopia, Ireland, Netherlands, Russian Federation, Ukraine, Switzerland, Jamaica, Panama and the Philippines.

According to Bermuda Marathon Weekend's Race Director Anthony Raynor, the cold temperatures on the east coast and Bermuda's increased visibility for its sporting events such as sailing, golfing and volleyball tournaments are contributing factors for the rise.

"We had a phenomenal turnout this year," said Raynor. "One of the main contributors for the spike in participants was the success of the Bermuda Triangle Challenge. This series allows competitors to run the KPMG Front Street mile, which historically hasn't been open to recreational, visiting runners. Bermuda's ideal climate for active travelers has been a real draw for Bermuda Marathon Weekend participation as well."

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According to the Hon. Patrice K. Minors, Bermuda's Minister of Business Development and Tourism, the strength of other sporting events in Bermuda such the popularity of the PGA Grand Slam of Golf, the International Invitational Sailing Race Week and the burgeoning International Volleyball Tournament has helped position Bermuda as a great locale for active holidays. Bermuda announced last week that it would host the PGA Grand Slam of Golf at its famed Port Royal Golf Course once again and through 2012 for the 29th and 30th editions of the championship. Deemed the "Champion of Champions" tournament, the match-up serves as a season-ending showcase event that boasts the most difficult qualification (qualifiers are the winners of the four major golf championships) requirement in golf. The event will be televised by TNT to a worldwide audience.

"We'll continue to partner with companies such as the PGA while also devoting resources to Bermuda-based organizers as we recognize the importance of our sporting sector," said the Hon. Patrice K. Minors, Bermuda's Minister of Business Development and Tourism. "As we continue to focus on new ways to grow our tourism product, we pay ample attention to the success of our sports industry. We're honored to host world-class events and want to provide our active travel visitors with even more memorable experiences in hope that they return year after year."

For information on Bermuda vacations, please visit www.bermudatourism.com or speak to your local travel specialist.

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Tel: (212) 308-8880; Fax: (212) 891-0214
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BERMUDA RANKED AMONG WORLD'S TOP HONEYMOON DESTINATIONS

New Brides Magazine Survey of Top Travel Agents Ranks Bermuda Sixth in World

NEW YORK, March 9, 2011 – A new survey published in the March issue of the most widely read wedding magazine in the world ranks Bermuda as sixth among the world's top 20 honeymoon destinations. Brides magazine conducted the survey in conjunction with Signature Travel Network, a group of more than 6,000 top travel agents in North America.

Bermuda was ranked ahead of all Caribbean destinations and behind only exotic Pacific and Mediterranean destinations such as Hawaii, Fiji and Italy.

The world's top honeymoon destinations list includes:

- | | |
|---------------------|--------------------|
| 1. Hawaii | 11. Antigua |
| 2. French Polynesia | 12. Aruba |
| 3. Fiji | 13. Jamaica |
| 4. Italy | 14. BVI |
| 5. Bali | 15. Cayman Islands |
| 6. Bermuda | 16. Australia |
| 7. Costa Rica | 17. Anguilla |
| 8. Greece | 18. Barbados |
| 9. The Bahamas | 19. Mexico |
| 10. France | 20. St. Lucia |

According to the Hon. Patrice K. Minors, Minister of Business Development and Tourism for Bermuda, the survey reaffirmed the destination's commitment to promoting its assets to the honeymoon market.

"This recognition is extremely gratifying as it reflects the respected opinion of not only a leading national magazine such as *Brides*, but also top travel professionals whose jobs are to help couples find the perfect destination to begin their new lives together," said Minors. "We hope this ranking demonstrates that our proximity, welcoming attitude, world-class hotels and, of course, famous pink sand beaches are here and waiting for them."

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About Bermuda

Bermuda, just under two hours from East Coast gateway cities, is a honeymooners' paradise. One of the world's most scenically beautiful and naturally romantic settings, it stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant waterfront dining. Bermuda's diverse activities offer an array of vacation options all year- round, including more championship golf and wreck diving opportunities than anywhere else in the world, renowned deep sea fishing, world-class spas and smooth pink beaches. For more information, visit www.gotobermuda.com.

About BRIDES

BRIDES was the world's first-ever wedding magazine, founded in 1934. In 75 years of publication it has remained the most widely read magazine in the category and the country's foremost authority on engagement, weddings, and marriage. BRIDES reaches over 6.5 million readers per issue and is published 12 times a year by Condé Nast, a division of Advance Publications, which operates in 25 countries. In the United States, Condé Nast publishes eighteen consumer magazines, two trade publications and twenty-seven websites that garner international acclaim and unparalleled consumer engagement.

About Signature Travel Network

Signature Travel Network is a member-owned, travel cooperative, headquartered in Marina Del Rey, California, with a regional office in New York City. The network was established in 1956 and today includes 191 member agencies with 365 retail locations throughout USA and Canada. Collectively, Signature members generate \$4.2 billion in annual travel sales. For more information please visit www.signaturetravelnetwork.com.

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Tel: (212) 308-8880; Fax: (212) 891-0214
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**BERMUDA DEPARTMENT OF TOURISM'S MARCH SALES BLITZ BEGINS WITH SUCCESSFUL
OUTREACH IN BOSTON AND BALTIMORE**

Island Representatives Integrate Advertising, Marketing and Social Media Efforts

NEW YORK, March 21, 2011 – The Bermuda Department of Tourism (BDOT) has completed the first half of a four-city sales blitz with strong efforts in Boston and Baltimore, targeting consumers as well as travel agents to encourage spring and summer travel to the island.

In Boston, an aggressive advertising and guerrilla marketing campaign greeted thousands of commuters at South Station – one of the city's main transportation hubs. Steel pan music, Bermuda banners and pink-shirt clad tourism representatives enticed winter-weary commuters, along with the opportunity to win a trip for two to the island. Sales calls and a private dinner at Boston's award-winning Top of The Hub restaurant atop the famed Prudential Tower reached area travel agents and influencers. The outreach drew to a close with a private event at the prestigious Neiman Marcus store in Boston, where Bermuda representatives captured the interest of more than 400 attendees.

During the week of March 14, BDOT representatives traveled to Baltimore to continue spreading the word about the upcoming launch of AirTran's new nonstop service from Baltimore/Washington International Airport (BWI) to Bermuda, with the inaugural flight set to take place on April 7. The team executed guerilla marketing efforts at two high-traffic consumer venues in the heart of Baltimore: Penn Station and The Gallery Mall at Harborplace, offering informative materials on the destination along with another three-night trip giveaway. BDOT partnered with the Baltimore's top-rated CBS radio affiliates to promote the events and a live performance by Bermuda's world-famous gombey also led to coverage on WBAL-TV's (NBC) evening news. In addition to sales calls, 100 top Baltimore travel agents and media were able to catch a glimpse of the Bermuda experience during a private dinner at the city's celebrated National Aquarium. BDOT arranged a special gombey performance as well as entertainment by renowned Bermudian native and musician Gene Steede and his talented band. The evening and campaign in Baltimore concluded with additional prize trips given to three lucky dinner attendees by Tucker's Point Hotel & Spa, Grotto Bay and Elbow Beach.

"Boston and Baltimore are both important markets for Bermuda, particularly with JetBlue and Delta offering direct service from Boston and AirTran launching new flights this April for those flying out of BWI," said Hon. Patrice K. Minors, Minister of Business Development and Tourism for Bermuda. "Our presence in these cities served as a reminder of Bermuda's proximity and convenience while building the buzz for the destination."

Representatives from the BDOT's New York office will soon head to Atlanta for a March 22-24 blitz followed by sales and PR events in New York City on March 30-31 – all gateway cities for the destination. For up-to-date information on the campaign, visit the destination's Facebook (<http://www.facebook.com/bermudatourism>) and Twitter (<http://twitter.com/gotobermuda>) pages.

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BERMUDA TAKES ONE-OF-A-KIND VACATION EXPERIENCE TO THE NET WITH NEW WEBSITE LAUNCH

NEW YORK, April 4, 2011 – The Bermuda Department of Tourism has launched www.GoToBermuda.com, the new, official tourism website providing user-friendly access and interactivity, while showcasing what makes the island-destination so distinctive.

The new www.GoToBermuda.com reflects the "Bermuda experience" online, through rich imagery, easy navigation and user-generated content sharing across both mobile and social media channels, creating easier modes of conversation between island and website visitors. The new site will also feature updates on Bermuda news, events and happenings throughout the year.

According to the Hon. Patrice K. Minors, Minister of Business Development and Tourism for Bermuda, the new website will help Bermuda to further connect with potential and returning visitors.

"We want to create an ongoing conversation with consumers and provide them with all the information necessary to plan and book a Bermuda vacation," said Minors. "Like our island, www.GoToBermuda.com is a user-friendly experience, using beautiful imagery and in-depth information to tell the Bermuda story."

For information on travel to Bermuda, please visit www.GoToBermuda.com or speak to your local travel specialist.

About Bermuda

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including world-class spas, more wreck dives than anywhere else in the world, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. Bermuda is home to the PGA Grand Slam of Golf, played in October. For more information or to make a reservation in Bermuda, please call 1 (800) BERMUDA or visit www.GotoBermuda.com.

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BERMUDA SHOWS STRONG FIRST QUARTER VISITOR ARRIVAL GROWTH

NEW YORK, April 18, 2011 – Visitor air arrivals to Bermuda increased by nearly 8% in the first quarter of 2011 as compared with the same period in 2010, it was announced today by the Hon. Patrice K. Minors, Minister of Business Development and Tourism for Bermuda.

The number of air arrivals in the first quarter totaled 30,824, as compared to 28,865 visitors arriving by air in the first quarter of 2010. Each individual month in the quarter saw growth over the previous year: January achieved a 5.5% increase, February increased by 2.7%, and March saw a 9.9% increase.

"We are extremely gratified to see these positive arrival trends," said Minors. "We believe that all the collaborative effort, our focused marketing efforts, very creative packages by the hotels and a significant increase in the group and incentive business are prime factors that have caused this upsurge."

The largest growth area in air arrivals came from Canada which saw a 50% increase, attributed in large part to additional airlift supplied by WestJet. The first quarter of 2011 brought 6,469 air arrivals from Canada as compared to 4,314 from the previous year.

Air arrivals from the United States grew by 2.7% with air arrivals increasing to 19,705 visitors, as compared to 19,181 from the previous year. Within the United States, the Northeast continued to account for the majority of visitors, however air arrivals from southern states such as Florida (+8.6%) also increased.

Moving into the second quarter of 2011, Bermuda will see additional airlift out of Baltimore and Atlanta gateways with the introduction of service provided by AirTran. The carrier's Baltimore service commenced on April 7 and Atlanta service will begin on May 26.

Minors noted positive trends for arrivals projected ahead. "Looking ahead for the next six months indicates even more positive news," she said. "Advanced booking projections of the ten largest hotels that make up more than 75% of room inventory are revealing the most encouraging upturn in business that we have seen in the past four years. Bookings in March increased by more than 20% over 2010 and April's performance is projected to be up by more than 20 percent as well."

"As a further insight into the upcoming months, our hotels have reported that May and June already have 10% more business on the books. July and August already have 30% and 55% more room nights on the books than at the same period one year ago," said Minors.

The Bermuda Department of Tourism recently extended its popular **Compliments of Bermuda** promotion, inviting visitors to enjoy *every* third night free for hotel rooms booked in April. In addition, travelers to the island's pink sand beaches who book a three-night stay in May will receive the fourth night free, and guests booking a four-night stay in June will receive their fifth night free. The exclusive promotion is available at more than a dozen participating hotel properties, available for booking through May 30 for travel through June 30, 2011.

In addition, the island recently launched www.GoToBermuda.com, the new, official tourism website providing user-friendly access and interactivity, while showcasing what makes the island-destination so distinctive.

"There is a great buzz right now about Bermuda overseas," said Minors. "So we continue to be very positive that the tourism industry can continue to grow if we all collectively work to this goal."

For information on travel to Bermuda, please visit www.GoToBermuda.com or speak to your local travel specialist.

About Bermuda

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Contacts: Terence Gallagher / Jaime Derbyshire
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / jaimed@lhammond.com

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BERMUDA PROVIDES NEW INCENTIVE REWARDS PROGRAM TO "FEEL THE LOVE"

~Program Offers Cash Incentive to Ambassadors of the Destination~

NEW YORK, May 2, 2011 – The Bermuda Department of Tourism is offering a new cash incentive for visitors, as well as Bermuda residents, to "feel the love" in Bermuda, with the launch of the "Feel the Love Rewards" program. The program rewards those "friends of Bermuda," who bring visitors to the island by giving them cash back for every person who visits.

The "Feel the Love Rewards" program offers easy-to-reach, tiered monetary incentives for Bermuda ambassadors. The first level offers a \$25 per person reward for a minimum of 15 visitors that you bring to the island over a 12-month period, and the monetary rewards increase with the number of guests you bring. Additional levels include the Gold level, which provides \$30 per person for 25 to 34 travelers; and the Platinum level, which offers \$40 per person for 35 to 49 visitors.

"Feel the Love Rewards" ambassadors who secure more than 50 visitors will reach the Diamond level, where they can earn \$50 for each traveler. That's a minimum total of \$2,500 for bringing 50 confirmed visitors to Bermuda.

All visitors must arrive by air and stay at a Bermuda hotel property as verified by the Bermuda Department of Tourism. Cruise visits do not qualify.

"There are so many people out there who are passionate about Bermuda, and we want to reward them for being 'ambassadors' who deliver business to the island," said the Hon. Patrice K. Minors, Minister of Business Development and Tourism for Bermuda. "We value those who have fallen in love with our destination and for those who call Bermuda home. This incentive program will drive air travelers to the island and encourage 'friends of Bermuda' to continue spreading the word about all Bermuda has to offer."

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In addition to the first tier of a \$25 reward per person for a minimum of 15 visitors, the "Feel the Love Rewards" incentive program offers incentives to the monetary reward based on the number of visitors brought to the island. Additional levels include the Gold level, offering \$30 per visitor when securing 25-34 travelers to the island and the Platinum level, providing \$40 per visitor when securing 35-49 visitors. At the Diamond level, which includes securing 50 visitors or more, Bermuda "ambassadors" can earn \$50 for each traveler, creating a minimum total of \$2,500.

"Feel the Love Rewards" ambassadors will receive support from dedicated Bermuda Department of Tourism liaisons who will provide promotional materials, literature and any additional information required. For more information on how to participate in Bermuda's "Feel the Love Rewards" program, call 800-233-6106 or visit www.feeltheloverewards.com.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year-round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

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Contacts: Terence Gallagher / Jaime Derbyshire
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / jaimed@lhammond.com

BERMUDA PARTNERS WITH AIRTRAN TO OFFER NONSTOP FLIGHTS FROM ATLANTA ***~New Service Highlights Island's Proximity for Summer Travel~***

NEW YORK, May 5, 2011 – The Bermuda Department of Tourism and AirTran Airways are inviting Atlanta area travelers to get in the pink this spring and summer – Bermuda's famed pink sand beaches that is – as the carrier launches nonstop service from Hartsfield-Jackson Atlanta International Airport to Bermuda's L.F. Wade International Airport. The new seasonal service, which kicks off on May 26, runs through September 6, 2011 and will provide a convenient getaway to Bermuda during the destination's high season.

Just a short, under-three hours flight away, Atlanta area residents can immediately capitalize on Bermuda's popular **Compliments of Bermuda** promotion, inviting visitors to enjoy a fifth night free for every four-night hotel stay booked by May 30 for travel between June 1 - 30, 2011. The exclusive promotion is available at more than a dozen participating hotel properties.

Atlanta travelers to Bermuda can also experience an exciting line-up of signature annual events this summer. The **Bermuda Triple Crown Billfish Championship**, a series of three established fishing tournaments, will begin July 3 and continue throughout the month. The destination also invites sports enthusiasts to experience the historic **Cup Match Cricket Festival**, July 28 – 29, as well as the island's **Annual Bermuda Beach Tennis Tournament**, August 26 – 28.

"We are excited to partner with AirTran Airways in providing new service to our island," said the Hon. Patrice K. Minors, Minister of Business Development and Tourism for Bermuda. "Atlanta is a wonderful U.S. city with many Bermuda fans, friends and family residing there. We are happy that this service will help continue to build a relationship while offering travelers an easy escape to Bermuda."

The carrier also introduced nonstop flights from Baltimore/Washington Thurgood Marshall International Airport earlier this year on April 7.

For information on travel to Bermuda, please visit www.GoToBermuda.com or speak to your local travel specialist.

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About Bermuda

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Contacts: Terence Gallagher / Matthew Monagan
Lou Hammond & Associates
Tel: (212) 308-8880 / (212) 891-0244
E-mail: terryg@lhammond.com / matthewm@lhammond.com

BERMUDA DEPARTMENT OF TOURISM PARTNERS WITH PREMIER GOLF TO OFFER NEW CENTRALIZED TEE TIME SYSTEM

HAMILTON, BERMUDA., May 17, 2011 – The Bermuda Department of Tourism is making it easier than ever for golfers to play some of its outstanding courses by partnering with Bermuda Premier Golf to offer a new centralized tee time system.

Bermuda Premier Golf's online system at www.bermudapremiERGOLF.com allows the potential golfer to select the golf course, tee times, number of players and pay securely online with either Visa, Mastercard or AMEX. Each participant receives a tee time voucher by email which is encoded with a unique barcode to eliminate fraud. Each tee time voucher is presented to the golf course on the day of play. Golfers can use the system to have their tee times booked in advance to ensure they can play the courses they want when they want. Golfers can also search the site by course name, tee times by date and review all details including course descriptions, pictures and videos, offering a rich online experience.

Golfers can also place orders at any time through Premier Golf's call center locally via 441-278-1500 or toll-free at 1-877-450-6412. Premier Golf's Customer Care team based in Bermuda provides an extra level of customer support during business hours.

"We are committed to doing everything possible to make the visitor experience to Bermuda as user-friendly as possible," said The Hon. Patrice K. Minors, Minister of Business Development and Tourism. "We feel this new system will help further cement an already outstanding reputation for being one of the world's most desirable golf destinations."

Bermuda offers more golf courses per square mile than anywhere else in the world. The island features seven golf courses total, with six of championship caliber. Characterized by spectacular scenery, including dramatic ocean vistas, as well as firm fairways and an unpredictable wind factor, the island's courses are renowned for both their beauty and challenge. Undulating greens are attributed to preponderance of underground limestone caves.

Golf courses participating in the new centralized tee time system include: Belmont Hills, Fairmont Southampton Golf Club, Ocean View Golf Course, Port Royal Golf Course, Riddell's Bay Golf & Country Club and Tucker's Point Golf Club.

Bermuda is also host to the PGA Grand Slam of Golf taking place October 18 – 19, 2011. The PGA Grand Slam of Golf is hosted by the Bermuda Department of Tourism, Port Royal Golf Course and the Fairmont Southampton Hotel. The season-ending showcase event that boasts the most difficult qualification requirement in the game – a major championship – will be televised by TNT to a worldwide audience.

About Bermuda

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. For more information, please visit www.GoToBermuda.com or call 1-800-BERMUDA.

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About Bermuda Premier Golf

Bermuda Premier Golf is a division of Fireminds Ltd, a Bermuda-based technology company owned by Bermudian technology guru Michael W. Branco. Bermuda Premier Golf is a sister division to Premier Tickets Bermuda which has experience in providing online ticketing in Bermuda since April 2009, enabling ticket sales for movies, theatre, Vegas shows and on-island parties. This experience is being used to provide online tee time bookings for Bermuda's golf courses.

Bermuda Premier Golf is locally built and hosted system, located at the ultra-secure Cable & Wireless Bermuda data center with redundant internet connections, power, on-site generators and HVAC, all run by leading IT provider Ignition.

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Contacts: Terence Gallagher / Jaime Derbyshire
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0214
E-mail: terryg@lhammond.com / jaimed@lhammond.com

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EIGHT TOP UK RADIO STATIONS READY TO FEEL THE LOVE FROM BERMUDA

Top Stations to Broadcast Live from Bermuda for One Week via Department of Tourism

NEW YORK, May 17, 2011 – The Bermuda Department of Tourism (BDOT) is continuing its heavy overseas marketing campaign by bringing in eight top UK radio stations to broadcast live from the island and “Feel the Love” for Bermuda next week.

Beginning on Monday, May 23 – through Friday, May 27, an estimated UK audience of 4.5 million loyal listeners will get a flavour of the island as their favorite radio stations take to the airwaves to showcase Bermuda as a desirable holiday destination.

The stations will interview various Bermuda “ambassadors” and chat about Bermuda’s key selling points, including proximity from the U.K., beautiful beaches, culture, sporting opportunities, and the hospitality of the Bermudian people. They will also highlight “sizzling summer” free visitor activities and important events, such as the upcoming PGA Grand Slam of Golf, while encouraging listeners to visit the Department of Tourism’s website and book their own Bermuda holiday.

The stations have been heavily pre-promoting their visits, including listener prize trip contests. To date, the Smooth FM Network has received more than 10,000 listener entries for their promotion, which is unprecedented in their station’s history.

In addition, several Bermuda resort properties have provided listener trip giveaways to help increase the excitement for the broadcasts, including: Cambridge Beaches, The Reefs, Grotto Bay Beach Resort and Tennis Club, Fairmont Southampton Resort, Fairmont Hamilton Princess, Elbow Beach, Rosewood Tucker’s Point and Rosedon.

“The UK is a very important market for Bermuda and this is an excellent opportunity to raise our profile via these very popular radio stations,” said The Hon. Patrice K. Minors, Minister of Business Development and Tourism. “Loyal listeners will get the chance to hear their favourite stations touting the island and relaying the warm Bermuda welcome that typifies our visitor experience.”

Among the stations planning to participate include:

SMOOTH FM NETWORK UK

Broadcast Areas: Greater London; Birmingham and East and West Midlands; Manchester; Liverpool and North West; Newcastle and the North East; Glasgow and South West Scotland.

KMFM NETWORK KENT

Broadcast Areas: The County of Kent and South East UK

JAZZ FM UK

Broadcast Areas: Digital network radio: Greater London, Birmingham and West Midlands, Manchester and North West, Glasgow and South West Scotland; Sky Channel 0202 Freesat Channel 829

TOTAL STAR NETWORK

Broadcast Areas: South West England – Bath, Gloucestershire, Somerset, Swindon and Wiltshire

METRO FM

Broadcast areas: Tyne and Wear, County Durham & Northumberland (North East).

MAGIC NETWORK NORTH OF ENGLAND

Broadcast Areas: Newcastle, and Tyneside, Middlesborough and Teeside, Hull and East Yorkshire and North Lincolnshire, Sheffield, Doncaster and South Yorkshire, Leeds and West Yorkshire, Manchester and the North West, Preston and East Lancashire, Merseyside.

KESTREL FM

Broadcast Areas: Alton, Basingstoke, Bordon, Four Marks, Haselmere, Hindhead, Petersfield, Guildford and the surrounding area of Hampshire, and Surrey.

MINSTER FM

Broadcast Areas: North Yorkshire, York, Scarborough, Selby, Harrogate, Thirsk, Northallerton

For up-to-date information on the campaign, visit the department of Tourism's official Facebook (<http://www.facebook.com/bermudatourism>) and Twitter (<http://twitter.com/gotobermuda>) pages.

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Contacts: Terence Gallagher / Jaime Derbyshire
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / jaimed@lhammond.com

CELEBRATED PORT ROYAL GOLF COURSE OFFERS **PLAY 'N DINE** SPECIAL AND EXTENDS VISITOR TOURNAMENTS FOR BERMUDA GUESTS

NEW YORK, May 25, 2011 – Bermuda's famed Port Royal Golf Course, current host of the PGA Grand Slam of Golf, has introduced a **Play 'n Dine** offer for visitors to the destination. From 2 p.m. onward daily, guests who play 18 holes on the course can also enjoy a three-course meal at *64 Degrees*, the club's world-class steak and seafood restaurant. The special Play 'n Dine offer is \$164 per person and available through November 31, 2011.

Adding to the destination's appeal for golf aficionados, the Bermuda Department of Tourism and Port Royal Golf Course have also extended the **Port Royal Visitor Tournaments**, created in Fall 2010, with competitions for visitors every Monday now through October 2011. Tournament participants receive a discount on green fees (inclusive of cart for 18-holes), bringing the cost down to \$110 per person to play on one of the top island courses in the world. Club rentals are available as well for \$25.

Prizes will be given to the top three golfers in each tournament and the winner will receive a commemorative victory certificate and prize from the pro shop. The tournaments will be played using the Calloway system, which allows players of all levels – with or without a handicap – to compete together. Tournaments run from 8:30 a.m. – 12:00 p.m.

The Port Royal Golf Club – a Robert Trent Jones design combining undulating terrain, lush greenery and dramatic ocean side cliffs – is open to the public and boasts one of the most difficult and beautiful par 3s in the world. The course recently experienced a \$15+ million renovation and features 18 championship holes and over 6,842 manicured yards, the longest course in Bermuda. Port Royal also includes a 300-yard oceanfront driving range, luxurious clubhouse and *64 Degrees* restaurant.

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For more information on the **Play 'n Dine** offer or **Port Royal Visitor Tournaments**, visit www.portroyalgolf.bm or call (441) 234-0974.

About Bermuda

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Contacts: Terence Gallagher / Jaime Derbyshire
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / jaimed@lhammond.com

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BERMUDA DEPARTMENT OF TOURISM LAUNCHES NEW IPHONE APPLICATION *~Free App Allows Travelers to Create Unique Itineraries with Ease~*

NEW YORK, June XX, 2011 – The Bermuda Department of Tourism (BDOT) today unveiled the **Bermuda Travel & Vacation Guide**, a free iPhone application inviting travelers to research and create their own exclusive itineraries – whether it is months, weeks or just hours before landing on the island's pink sand shores. The app encourages first-time visitors to learn about Bermuda's history and key attractions and return travelers to discover the destination in new ways.

The Bermuda Travel & Vacation Guide iPhone app allows vacation planners to access Bermuda's most popular activities, sightseeing locations, golf courses, beaches, hotels, shops, restaurants, nightlife and more. It features an interactive map to enable users to easily search, browse and find Bermuda's top destinations. People can then share their favorite hot spots, and the app itself with others via Facebook, Twitter and email. This is the first in a series of mobile applications that iCrossing, BDOT's global digital marketing agency of record, will develop and build for Bermuda.

"Travelers often rely on their mobile devices to quickly access information about the places they are visiting," said William Griffith, Bermuda's Director of Tourism. "Our new Bermuda Travel & Vacation Guide app helps people discover what the island has to offer and then share these experiences with others in their social networks."

The Bermuda Travel & Vacation Guide is now available to download for free from the iTunes App Store: <http://itunes.apple.com/us/app/bermuda-travel-vacation-guide/id439690448?mt=8&ls=1>.

-more-

The free app, developed and built by iCrossing, is the latest initiative in a larger, multi-content strategy for Bermuda to drive awareness and engagement across bought, earned and owned media channels. iCrossing also recently redesigned and launched the departments new website, www.GoToBermuda.com.

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Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / jaimed@lhammond.com

BERMUDA PLAYS HOST TO ATLANTA FALCONS CHEERLEADERS FOR ANNUAL CALENDAR PHOTO SHOOT

~Cheerleaders Travel to the Island on AirTran Airways Inaugural Flight from Atlanta~

NEW YORK, June 2, 2011 – On May 26, the Atlanta Falcons Cheerleaders helped to launch AirTran Airways' inaugural flight from Atlanta to Bermuda, adding a dose of glamour and excitement about the new nonstop service. Prior to the flight's departure date, The Bermuda Department of Tourism formed a partnership with the team to offer the destination's pink sand beaches and turquoise waters as the picturesque backdrop for cheerleaders' 2012 calendar photo shoot. Atlanta residents and avid Falcons fans will soon see the results of the visit with video segments as well as online and print promotions running before each home and away Falcons football game.

"Partnering with the Atlanta Falcons Cheerleaders is a new and exciting opportunity for our island," said the Hon. Patrice K. Minors, Bermuda's Minister of Business Development and Tourism. "The Department of Tourism worked hard to ensure the cheerleaders experienced our renowned beaches as well as some of the history and different activities that make our island so unique. We're looking forward to seeing the finished product and know this collaboration will continue to build the relationship between us and our friends and fans in Atlanta."

In less than three hours – on AirTran's new direct route from Atlanta – the Falcons' Cheerleaders had landed in Bermuda and were quickly transported to the island's beaches for their first photo shoot. Throughout the weekend, the team spent time with well-known Bermudian locals, such as Johnny Barnes, the island's beloved "greeter" at the entrance of Hamilton, Bermuda's capital city. The photographers also captured the cheerleaders at key historic attractions from Royal Naval Dockyard to the Town of St. George, designated a World Heritage Site by UNESCO.

"Our 2011-2012 Atlanta Falcons Cheerleaders swimsuit calendar was shot on one of the most beautiful islands in the world," said Chato Waters, Coordinator for the Atlanta Falcons Cheerleaders. "We are ecstatic our photographer and media crews were able to capture these amazing scenes. The Bermudians were extremely friendly and hospitable, and we look forward to returning to Bermuda."

Images from the Atlanta Falcons Cheerleaders' visit to Bermuda can be seen at www.atlantafalcons.com and www.facebook.com/bermudatourism. For information on travel to Bermuda, please visit www.GoToBermuda.com or speak to your local travel specialist.

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Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / jaimed@lhammond.com

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SIZZLING SUMMER SEASON RETURNS TO BERMUDA WITH FREE HISTORICAL, CULTURAL AND MUSICAL ACTIVITIES

NEW YORK, June 6, 2011 – The Bermuda Department of Tourism is offering visitors the chance to immerse themselves in the island's rich culture and 400-years-worth of history with its 2011 "Sizzling Summer" **free** activities program.

Visitors can get a taste of Bermuda's historic east end with tours of the Town of St. George, a UNESCO World Heritage site, including:

- **St. George's Walking Tour**
Visitors can join renowned St. George's Walking Tour Guides Gillian Outerbridge or Connie Dey as they travel the cobblestone streets and go behind the scenes of this quaint World Heritage Site to share significant moments in Bermuda's history and entertaining facts and stories about past residents.
Location: Town Hall, Town of St. George
Dates: Every Monday, Tuesday, Wednesday and Thursday
Time: 10:30 am – 11:30 am
Note: Maximum 45 people
- **St. Peter's Church Tours**
Visitors can see the oldest Anglican Church in continuous use in the Western Hemisphere. Built from Bermuda cedar in 1612, most of the church's present structure dates back to 1713. The church graveyard still bears witness to the impact of slavery in Bermuda until Emancipation in 1834. The Department of Tourism's support keeps this iconic Bermuda attraction open for visitors' pleasure.
Location: Town of St. George
Open: 10:00 am – 4:00 pm Monday – Saturday year round
11:15 am Sunday Worship

Guests can drink, swim and eat Bermuda-style while indulging in the following adventures:

- **Local Beer and Rum Tastings with Crown & Anchor Demonstrations**
Guests can learn how to play one of Bermuda's oldest traditions; Crown & Anchor and enjoy a sample of beer and rum from the Beer & Rum Shack. Cool prizes and live music are also part of this special event.

Location: Royal Naval Dockyard

Beer & Rum Tastings: 3:30 pm – 5:30 pm

Dates: Every Monday, Tuesday, Wednesday, Thursday and Sunday

Crown & Anchor Demonstrations: 3:30 pm – 5:30 pm

Dates: Every Monday, Wednesday and Thursday

- **Taste of Bermuda**

What better way to experience Bermuda than to taste its delectable jams, rum cakes, fish chowder, locally brewed and ginger beer? Guests can stop by the Bermuda Craft Market to sample an array of flavors such as Bermuda preserves and other sizzling treats.

Location: Bermuda Craft Market, Royal Naval Dockyard

Time: 1:30 pm - 3:30 pm

Dates: Every Friday and Sunday until October 31

- **Sundays Live at Snorkel Park**

Snorkel Park is the place to be on Sundays as this venue features an eclectic mix of local Bermuda artists, performers and musicians in a beautiful beach setting. In addition to great entertainment there is an array of activities such as sand castle contests, pedal boat races for the kids and other games and contests, making this beach location the ultimate beach getaway.

Location: Royal Naval Dockyard

Opening Hours: 9:00 am - 3:00 am

Sundays Live Entertainment: 12 noon - 4:00 pm

Dates: Every Sunday until October 30

Visitors can groove to the rhythms of Bermuda's colorful native Gombey, experience Bermuda's new outdoor live entertainment event, dance with local Bermudians or sing their hearts out with these entertaining activities:

- **Gombey Saturdays in the Park**

Visitors shouldn't miss this lively welcome by the City of Hamilton's Town Crier followed by an electrifying Gombey performance in Par-la-Ville Park. Whether guests are in the mood for dancing or would like to capture great photographs, Saturdays in the Park will be buzzing with Bermuda's favorite cultural traditions.

Location: Par-la-Ville Park, City of Hamilton (entrance on Queen Street).

Dates: Every Saturday until October 29

Live Entertainment: 12:00 noon – 12:30 pm

Gombey Performance: 12:30 pm – 12:50 pm

- **Bermuda Nights**

Showcasing Bermuda's best local entertainers, Bermuda Nights is the ultimate outdoor music event that offers a true Bermudian experience. Visitors can sit under the stars and enjoy stunning water views of Hamilton Harbour, while Bermuda's top musical entertainers perform an array of island and popular hit songs. Bermuda Nights also features a local cultural performance and provides samples of traditional Bermudian cuisines.

Location: Barr's Bay Park, Pitt's Bay Road, City of Hamilton

Dates: June 11 & 25, July 9 & 23, August 6 & 20, September 3 & 17, October 1 & 15

Time: 8:00 pm – 10:30 pm

- **Moon Nightclub and Lounge**

Nightlife just got hotter at Bermuda's newest, liveliest and only indoor/outdoor night club in Hamilton. Moon awakens every evening in the heart of the city on Front Street and draws hundreds of visitors by transforming nights into a once in a night-time experience. Guests will enjoy a complimentary rum swizzle as they dance the night away upon the presentation of a room key or key card.

Location: 95 Front Street, Hamilton

Dates: Monday – Saturday (FREE ADMISSION)

Time: 9:00 pm – 3:00 am

- **Karaoke Night @ Shine's House of Music**

Karaoke Nights at Shine's House of Music is a fun-filled night full of great laughs and entertainment. Whether singing their favorite songs or meeting friendly locals, visitors can also stop by Shine's House of Music for all their entertainment needs. With the presentation of a room key, visitors will receive complimentary access and a free Dark n' Stormy to get their vocals ready for their performance.

Location: 91 Reid Street Extension, City of Hamilton

Dates: Every Wednesday until October 31

Time: 9:00 pm – 12:00 midnight

For more information on Bermuda's "Sizzling Summer" program, visit www.GoToBermuda.com or call 1-800-BERMUDA.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget.

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Contacts: Matthew Monagan / Jaime Derbyshire
Lou Hammond & Associates
Tel: (212) 891-0244; Fax: (212) 891-0200
E-mail: matthewm@lhammond.com / jaimed@lhammond.com

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**CANADA'S NUMBER ONE FM RADIO STATION *CHFI-FM* TO BROADCAST FROM
BERMUDA'S PINK SAND BEACHES
~25 Listeners Win Free Trip to Bermuda's Grotto Bay Beach Resort~**

NEW YORK, June 6, 2011 – Live from Bermuda! Canada's *CHFI-FM* is partnering with The Bermuda Department of Tourism to broadcast its morning breakfast show from the island's Grotto Bay Beach Resort June 6-9, 2011. During the visit, morning radio personalities Erin Davis and Mike Cooper will interview local Bermudian "ambassadors" as well as The Honorable Patrice K. Minors, Minister of Business Development and Tourism, to highlight the destination's key selling points for Canadians.

"We are excited to partner with such a prominent North American radio station," said Minister Minors. "Our relationship with *CHFI-FM* is helping to further develop the already strong marketing presence our island has in the Canadian community."

As part of the same promotion, *CHFI-FM* has also been rewarding listeners with free trip giveaways to Bermuda. The 25 winners will fly to the island via WestJet Airlines and also stay at The Grotto Bay Beach Resort from June 6 to June 9.

"Our Canadian business has been very strong due to our appeal to the nearby Canadian market and the fact that our property features a great All-Inclusive package," said JP Martens, General Manager of Grotto Bay Beach Resort. "We are looking forward to hosting the winners from *CHFI-FM*'s 'Erin and Mike on the Beach in Bermuda' contest at our resort over the next week. We believe this partnership will further boost our Canadian business."

CHFI-FM has been in operation for more than 50 years and is the most listened to radio station in Canada. The morning show broadcasts to the Greater Toronto area and targets adults aged 18 to 54. The station's format is Soft Rock/Soft AC and is known as "Toronto's Lite Favorites."

"We are thrilled to be able to work with *CHFI-FM* and the Bermuda Department of Tourism on this great initiative," said Robert Palmer, WestJet's Manager of Public Relations. "This is a tremendous opportunity to promote the beautiful island of Bermuda and our convenient, non-stop service from Toronto's Pearson International Airport."

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Contacts: Terence Gallagher / Jaime Derbyshire
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / jaimed@lhammond.com

BERMUDA DEPARTMENT OF TOURISM AND LIBERTY TRAVEL RENEW STRATEGIC PARTNERSHIP

~New York City Dinner Encourages LIBGO Agents to Continue to "Feel the Love"~

NEW YORK, June 23, 2011 – The Bermuda Department of Tourism (BDOT) hosted a special dinner for more than 50 Liberty Travel (LIBGO) agents at New York City's scenic Water Club restaurant on June 22, re-establishing a long-time partnership and inspiring LIBGO agents to sell the destination. With a series of informative presentations from BDOT representatives and Bermuda hoteliers as well as time to network, the event served as a reminder for the agents on what makes the island unique and also as an update on "what's new."

"Liberty Travel is an invaluable partner to have selling our island," said Billy Griffith, Bermuda's Director of Tourism. "We know that their clientele is an ideal target for Bermuda, and through this event, we have encouraged Liberty Travel's top agents to get re-acquainted with our destination and discover how it can be profitable for them to sell."

Representatives from Elbow Beach Bermuda, Fairmont Hamilton Princess and Southampton, Grotto Bay Beach Resort and Pompano Beach Club were also on-site to provide updates on each property. Mitch Appelman, Regional Director of Liberty Travel, also addressed the attendees, emphasizing the agency's excitement to promote and sell Bermuda.

The event concluded with sales representatives from each property giving away prize trips to selected travel agents, encouraging them to experience the island and share it with their clients upon their return.

For more information on the effort, visit the destination's Facebook (<http://www.facebook.com/bermudatourism>) and Twitter (<http://twitter.com/gotobermuda>) pages.

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BERMUDA AMBASSADORS SHARE THE LOVE OF THE ISLAND WITH CBS RADIO
~Interviews with Local Bermudians To Enhance Listeners'
Connection to the Destination~

NEW YORK, June 30, 2011 – As part of an ongoing campaign to target Bermuda's core U.S. markets, the Bermuda Department of Tourism hosted CBS Radio with the support of the Fairmont Hamilton Princess June 27-29, 2011. While on-island, a representative from the renowned network conducted interviews with various Bermudian ambassadors – from hoteliers to taxi drivers and tour guides – capturing some of the stories that make the destination and its people so unique.

"This partnership presents a very exciting and important opportunity, and we are thrilled to have such an enthusiastic group of Bermudians interested in serving as ambassadors for our island," said the Hon. Patrice Minors, Minister of Business Development and Tourism. "We want CBS Radio's many listeners to hear these stories and catch an authentic glimpse of Bermuda and truly connect with our people."

The ambassador interviews will be edited and showcased on affiliate radio stations in New York, Boston, Washington, D.C. and Philadelphia. Additionally, the network will create a "Meet the Bermudians" micro-website, where each ambassador will have a featured profile.

Ambassadors include: Nadanja Bailey, taxi driver; Isabelle Brackstone, Owner of the Bermuda Perfumery; Maxwell Burgess, former Parliamentarian and local businessman; Tom Butterfield, Founder and Creative Director of Masterworks Museum of Bermuda Art; Clyde Darrell, General Manager of Grotto Bay Beach Resort; David Dodwell, Owner and President of The Reefs; the Hon. Randy Horton, Deputy Speaker of the House of Assembly; E. Michael Jones, former Mayor of the Town of St. George; Glen Jones, General Manager of Bermuda.com; Karla Lacey, Chief Executive Officer of the Bermuda Hospitality Institute; Ray Ming, bellman at Rosewood Tucker's Point; Rehanna Palumbo, Director of Sales & Marketing at Fairmont Hamilton Princess; Richard Quinn, General Manager of Cambridge Beaches Resort & Spa; Muriel Richardson, General Manager of Rosedon Hotel; Larry Rogers, taxi driver and tour guide; and, Carvel Van Putten, bellman at Fairmont Hamilton Princess.

On-air talent from each CBS market will also travel to Bermuda in early August to experience the island first hand. For more information on this campaign, visit the destination's Facebook (<http://www.facebook.com/bermudatourism>) and Twitter (<http://twitter.com/gotobermuda>) pages.

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BERMUDA DEPARTMENT OF TOURISM LAUNCHES NEW IPHONE APPLICATION

~Free App Allows Travelers to Create Unique Itineraries with Ease~

NEW YORK, July XX, 2011 – The Bermuda Department of Tourism (BDOT) today unveiled the **Bermuda Travel & Vacation Guide**, a free iPhone application inviting travelers to research and create their own exclusive itineraries – whether it is months, weeks or just hours before landing on the island's pink sand shores. The app encourages first-time visitors to learn about Bermuda's history and key attractions and return travelers to discover the destination in new ways.

The Bermuda Travel & Vacation Guide iPhone app allows vacation planners to access Bermuda's most popular activities, sightseeing locations, golf courses, beaches, hotels, shops, restaurants, nightlife and more. It features an interactive map to enable users to easily search, browse and find Bermuda's top destinations. People can then share their favorite hot spots, and the app itself with others via Facebook, Twitter and email. This is the first in a series of mobile applications that iCrossing, BDOT's global digital marketing agency of record, will develop and build for Bermuda.

"Travelers often rely on their mobile devices to quickly access information about the places they are visiting," said William Griffith, Bermuda's Director of Tourism. "Our new Bermuda Travel & Vacation Guide app helps people discover what the island has to offer and then share these experiences with others in their social networks."

The Bermuda Travel & Vacation Guide is now available to download for free from the iTunes App Store: <http://itunes.apple.com/us/app/bermuda-travel-vacation-guide/id439690448?mt=8&ls=1>.

-more-

The free app, developed and built by iCrossing, is the latest initiative in a larger, multi-content strategy for Bermuda to drive awareness and engagement across bought, earned and owned media channels. iCrossing also recently redesigned and launched the departments new website, www.GoToBermuda.com.

About Bermuda

Bermuda stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including world-class spas, more wreck dives than anywhere else in the world, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. Bermuda is home to the PGA Grand Slam of Golf, played in October. For more information or to make a reservation in Bermuda, please call 1 (800) BERMUDA or visit www.GotoBermuda.com.

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BERMUDA'S ENDLESS SUMMER PROMOTION ENCOURAGES TRAVELERS TO "BRING A FRIEND" TO PARADISE IN THE ATLANTIC

~Participating Airlines and Island Hotels Offer Credits for Stays of Four Nights or More~

NEW YORK, July 7, 2011 – The Bermuda Department of Tourism is inviting vacationers to extend their summer fun on Bermuda's pink sands through October this year with the launch of the island's *Endless Summer Promotion*. The *Endless Summer* offer is available for booking now through October 25, with travel dates from August 23 through October 31, 2011.

Travelers have a variety of ways to save:

- Those who book a minimum four-night stay and airfare-inclusive package for two through a tour operator will be able to **"Fly a Friend Free"** on participating airlines. Airlines and respective airports participating with the "Fly a Friend Free" offer include: JetBlue from New York's John F. Kennedy International Airport; Delta from Boston Logan International and Hartsfield-Jackson Atlanta International Airport; as well as WestJet from Toronto Pearson International Airport. Ticket value for the second person must be \$400 or less.
- Travelers flying on non-participating airlines can receive a **"Friend Air Credit."** Those flying to Bermuda via American Airlines, U.S. Airways, AirTran Airways and Continental Airlines from all other cities of origin in the U.S. and Canada will receive a \$400 air credit when booking a four-night, air-inclusive trip for two with a tour operator.
- Guests who instead book a minimum four-night stay directly with one of 12 participating hotels on-island, rather than through a tour operator, will receive a **\$400 resort credit** in place of the air incentive. Hotels include: Cambridge Beaches Resort and Spa, Elbow Beach, Fairmont Hamilton Princess, Fairmont Southampton, Grotto Bay Beach Resort, Newstead Belmont Hills Golf Resort and Spa, Pompano Beach Club, The Reefs Hotel & Club, Rosedon Hotel and Rosewood Tucker's Point.

-more-

ENDLESS SUMMER/2

For more information on Bermuda's Endless Summer Promotion including applicable blackout dates and restrictions, visit www.gotobermuda.com or call 1-800-BERMUDA.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

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IT PAYS TO BUILD SAND CASTLES (AND MORE) IN BERMUDA!
~16TH Annual Sand Sculpture Competition Offers \$1,000 Grand Prize for Creativity ~

NEW YORK, July 18, 2011 – For all those who enjoyed playing in the sand growing up – and still do -- The Bermuda Department of Tourism is inviting travelers to use their creativity and artistic skills to compete for cash prizes during the *16th Annual Bermuda Sand Sculpture Competition*, September 3, 2011. The competition, which takes place on the shores of Bermuda's famed Horseshoe Bay Beach, encourages travelers of all ages to showcase their creativity as they construct sculptures made of the island's natural pink sand.

With sculpting kicking off at 10 a.m. and continuing until 4 p.m., participants will be given a theme and 12-by-12 foot building area. Judging and an awards presentation will immediately follow, with cash prizes awarded to the Best Amateur Sand Sculpture in the competition. Contestants will have the chance to win a grand prize of \$1,000. The Second Place winner will receive \$500, and \$250 will be awarded to Third Place.

For more information on The 16th Annual Bermuda Sand Sculpture Competition, including entry requirements, visit www.gotobermuda.com/what-to-do/events-calendar or call 1-800-BERMUDA.

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Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
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**BERMUDA TEES UP SPECIAL PACKAGES FOR TRAVELERS TO ATTEND
THE 29TH PGA GRAND SLAM OF GOLF**
~Major Winners Compete for Title of "Champion of Champions" in Bermuda~

NEW YORK, July 28, 2011 – Golf enthusiasts looking to travel to Bermuda to watch Darren Clarke, the newly crowned winner of the Open Championship, vie for the title of 2011 "Champion of Champions" at the **29th PGA Grand Slam of Golf**, October 18-19, 2011, can now book flexible travel packages at the tournament's official hotel sponsor, The Fairmont Southampton, along with several of the islands top resorts.

The 593-room Fairmont Southampton, Bermuda's largest resort, has debuted special three-, four- and five-night packages, allowing visitors to attend the grand finale of the professional golf season and also work on their own golf game with rounds on some of Bermuda's finest courses. Each package includes accommodations at The Fairmont Southampton, breakfast daily, three-day admission to The PGA Grand Slam of Golf at Port Royal Golf Club as well as daily transfers to and from the tournament.

Starting at \$494 per person, based on double occupancy, the three-night package also features one round of golf at guests' choice of The Fairmont Southampton Golf Course, Riddell's Bay Golf and Country Club or Belmont Hills Golf Club. The four-night and five-night packages – priced at \$732 and \$970 per person, respectively – include two and three rounds of golf on these select courses. The property is also offering a one-night special with next-day tickets and transfers to the tournament. Rates for the one-night package start at \$199 for a Moderate room category, per room, based on single or double occupancy. All packages are currently available for booking, with travel dates October 14 through 23.

Alternatively, travelers may choose to stay at a variety of properties around the island offering dedicated **29th PGA Grand Slam of Golf Packages**.

- Cambridge Beaches: This customizable offer includes the addition of complimentary PGA Grand Slam of Golf tickets to any current package or promotion available for purchase at Cambridge Beaches. This promotion is available for booking, with travel dates October 18-19. Rates start at \$355 per night for a standard water view room.
- Elbow Beach: This three-night package starts at \$339 per night, based on double occupancy and includes accommodations in a premier room, breakfast daily for two and two passes to

the PGA Grand Slam of Golf. The offer is currently available for booking, with travel dates October 17 through 21.

- The Reefs: This four-night package starts at \$2,165 per couple and includes ocean view accommodations, breakfast daily, two passes to each day of the PGA Grand Slam of Golf, three bus/ferry passes and round-trip airport transfers. This package is currently available for booking, with travel dates October 16 through 20.
- Rosewood Tucker's Point: This four-night package starts at \$1,151 per person, based on double occupancy and includes accommodations, breakfast daily, one way taxi offer to Grand Slam event every day, and one day of unlimited golf at Rosewood Tucker's Point Golf Course. This package is currently available for booking, with travel dates October 14 through 23.

The PGA Grand Slam of Golf is played on the famed Port Royal Golf Course in Bermuda and features a \$1.35 million purse. Known as a battle for the title "Champion of Champions," the tournament showcases the winners of the game's four major championships: The Masters, U.S. Open Championship, The Open Championship and the PGA Championship. Three-time major winner Ernie Els won the coveted winner's pink jacket in 2010. This year, the first of the exclusive foursome is South Africa's Charl Schwartzel, who won The Masters with a stunning four-birdie finish. Twenty-two-year-old, Northern Ireland native Rory McIlroy recently became the second "champion" of the season, winning the 111th U.S. Open and his first major title. Open Championship winner and fellow Northern Ireland native, Darren Clarke won the third major of 2011 with a stunning victory at Royal St. George's. The remaining winner will be added following the 93rd PGA Championship, Aug. 8-14.

For more information on The PGA Grand Slam of Golf and corresponding travel packages, please visit www.pga.com/grandslam/2011 or www.GoToBermuda.com.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including world-class spas, more wreck dives than anywhere else in the world, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. Bermuda is home to the PGA Grand Slam of Golf, played in October. For more information or to make a reservation in Bermuda, please call 1 (800) BERMUDA or visit www.GotoBermuda.com.

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Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / jaimed@lhammond.com

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BERMUDA AIR ARRIVALS INCREASE BY NEARLY FOUR PERCENT IN SECOND QUARTER

HAMILTON, Bermuda, August 1, 2011 – Air visitors to Bermuda increased by nearly four percent in the second quarter of 2011, according to the Hon. Patrice K. Minors, Minister of Business Development and Tourism. A total of 80,462 visitors flew to Bermuda during the second quarter of 2011, up from 77,512 in 2010, representing a 3.81 percent increase year-on-year.

The increase in air arrivals comes after air arrivals from January to March 2011 were also up by 6.8 percent. There were 30,826 air arrivals in the first quarter of 2011 compared to 28,863 in 2010. The first two quarters of the year represent the first time there has been two quarters of consecutive growth since the January to June period of 2005.

"We are very encouraged by these positive numbers, despite a still struggling international economic climate," said Minors. "This clearly represents an uptrend."

The average number of nights stayed in hotels increased from 4.80 nights from 4.72 nights. The nine largest Bermuda Hotel Association (BHA) member hotels, representing 75 percent of the hotel inventory, reported a three percent increase in room occupancy for the second quarter. This mirrored a three percent increase reported in the first quarter. The occupancy percentages were 63 percent, 75 percent and 86 percent for April to June, compared to 57 percent, 76 percent and 83 percent for the same period in 2010.

Minister Minors also expressed optimism moving forward through 2011, reporting that July was expected to be up by six percent, August is trending up 19 percent and September projected up eight percent. Hotels are currently forecasting a six percent increase through the end of the year.

"We are encouraged by the business forecasts moving forward," said Minors, "but there is still a lot of work to do. The tourism environment is more competitive than ever so we must continue to stress our proximity, outstanding events and diverse attractions to international visitors."

Bermuda is gearing up to host the PGA Grand Slam of Golf, which will be nationally televised in North America on TNT October 18 – 19. The tournament, played at Port Royal Golf Course in Southampton, Bermuda, pits the winners of the four major golf championships against one another for the title of “Champion of Champions.”

“We’re looking forward to welcoming golf’s greatest players to our shores and showcasing all that we have to offer,” said Minors. “This event, along with many others upcoming, including the Bermuda Beach Tennis and Spike Fest Beach Volleyball Tournament, World Rugby Championship and SheRox Triathlon are great opportunities to bring more visitors to our shores.

Bermuda, just two hours from most east coast gateways, is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. For more information visit, www.GoToBermuda.com.

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**CBS RADIO PERSONALITIES TO "MEET THE BERMUDIANS,"
EXPLORE JEWEL OF THE ATLANTIC
~East Coast Radio Show Hosts to Travel to Bermuda in Early August~**

NEW YORK, August 2, 2011 – CBS RADIO stations will help listeners get in the pink this summer – pink sand that is – when seven of its hosts travel to Bermuda the first week of August. The island visits follow on the heels of a digital and on-air "Meet the Bermudians" campaign, executed in conjunction with the Bermuda Department of Tourism, which has been running throughout the month of July. The campaign features interviews with Bermudian ambassadors designed to provide listeners with a sense of the island from the perspective of locals themselves.

The traveling hosts include: WCBS-FM's Dan Taylor from New York City; WZLX-FM's Chuck Nowlin and WBMX-FM's Kennedy from Boston; WIAD-FM's Tommy McFly and WJFK-FM's Lavar Arrington from Washington, D.C.; and, WOGL-FM's Cadillac Jack and WPHT-FM's Dom Girodano from Philadelphia. Several of the hosts will broadcast live from Bermuda during their stay, and fans can also follow along online as each of the personalities blogs daily. Additionally, each announcer will return with new details and ideas on Bermuda, enabling listeners to plan their own trip to the destination.

"Our DJs truly love partnering with Bermuda Tourism and bringing to life the island's natural beauty, as well as the amazingly warm and friendly Bermudians who make visiting the island so special," said Richard Lobel, Executive Vice President, CBS RADIO Altitude Group. "What is so exciting about this program is how we turned all these interesting Bermudian interviews into on air and digital content that comes across as storytelling."

"The partnership with CBS RADIO has been strong and we've appreciated the opportunity to share the Bermuda story from Bermudians themselves," said the Hon. Patrice Minors, Bermuda's Minister of Business Development and Tourism. "Now, we have the opportunity to host the talent who have been delivering our message to their avid listeners in the U.S., and we look forward to making them ambassadors for Bermuda as well."

The "Meet the Bermudians" website, where each ambassador has a featured profile, can be found at www.meetthebermudians.com. For more information on this overall campaign, visit the destination's Facebook (<http://www.facebook.com/bermudatourism>) and Twitter (<http://twitter.com/gotobermuda>) pages.

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